

## REMARKS/ARGUMENTS

Claims 1-20 are canceled. New claims 21-40 have been added.

Examiner stated, "claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Levine (US Patent No. 6,385,590 B1). Regarding claim 1, Levine discloses a method of recording browser viewable visual stimuli, comprising: detecting a visual event [..the system monitors the respondent's behavior through use of computer program.; see col. 3, lines 10-45;] verifying that the visual event involves a parameter that changes a viewable stimuli [a respondent's reaction to the stimulus and relate the reaction to attitudinal, behavioral and classification measures.; see col. 4, lines 1-52]; and recording at least one parameter [..the stimulus being evaluated is an Internet website hosted by one of the website servers.; see col. 5, lines 1-44]. relate the reaction to attitudinal, behavioral and classification measures.; see col. 4, lines 1-52]; and recording at least one parameter [..the stimulus being evaluated is an Internet website hosted by one of the website servers.; see col. 5, lines 1-44].

Amended claim 21 advantageously claims a method for recording changes in visual stimuli as a user interacts with the visual stimuli, comprising: creating a browser object by a control application; establishing a conduit between the browser object and a browser interface; receiving visual stimuli; and creating page objects based on the received visual stimuli by the browser object and the control application.

Amended claim 28 advantageously claims a method for recording changes in visual stimuli, comprising: creating a plurality of page objects based on received visual stimuli; and monitoring the visual stimuli by each of the plurality of page objects, wherein each of the page objects is related to a portion of a web page.

Amended claim 30 advantageously claims a method for recording changes in viewable content, comprising: receiving a plurality of viewable content by a browser interface; appending an applet to each of the viewable content, wherein the appending creates a modified version of each of the viewable content; instantiating the modified version of each of the viewable content in a plurality of web pages; and monitoring events that may cause changes in each of the viewable content.

Levine's invention can be used to analyze any stimulus that may be presented via a personal computer connected to a network by *asking a participant attitudinal and/or behavioral questions* regarding a stimulus while monitoring the participants behavior while interacting with the stimulus.

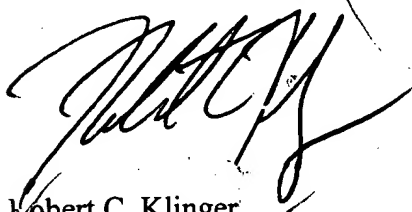
The currently amended claims of the present invention comprise recording changes in visual stimuli as a user interacts with the visual stimuli without a requirement of asking a participant attitudinal and/or behavioral questions.

For these reasons, Applicants believe new independent claims 21, 28 and 30 are in condition for allowance and respectfully request they be passed to allowance. Further, dependent claims 22-27, 29, and 31-40 depend on independent claims 21, 28 and 30, respectively, which Applicants believe are in condition for allowance. Therefore, Applicants believe dependent claims 22-27, 29, and 31-40 are in condition for allowance and respectfully request they be passed to allowance.

The cited prior art do not make obvious the present invention, either alone or with the other references of record. Applicants respectfully request that a timely Notice of Allowance be issued in this case.

Examiner is invited to contact the undersigned by telephone if the Examiner believes that such a communication would advance the prosecution of the present patent application.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'R. Klinger', written over a horizontal line.

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